

aruba holiday!

FREE guide to vacation fun and the best buys....

EDITOR: MILDRED KOOLJ — PUBLISHER: HELEN DOVALE — TEL: 3227 — P.O. BOX 378 — VOL. I—No. 16—WK. APRIL 14 '66

shopper's tour

Let us start our walking and shopping tour at the head of Nassaustraat at LEO BERLINSKI, jeweler, featuring platinum and 18 kt. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

Right next door is the wonderland of the airconditioned PEASANT SHOP, with handicrafts from 52 countries! Madeira linens, handcarved wooden figurines, masks and lamps. Cashmere sweaters from Pringle, Lyle & Scott and Cox Moore; also beaded sweaters. Meerscham, Dunhill, Comoy pipes. Folklore art and souvenirs from Asia, Africa, Latin America and Europe. Gold and silver jewelry and charms, crystal, Copenhagen and Bavaria porcelain. You'll like PEASANT SHOP'S excellent service!

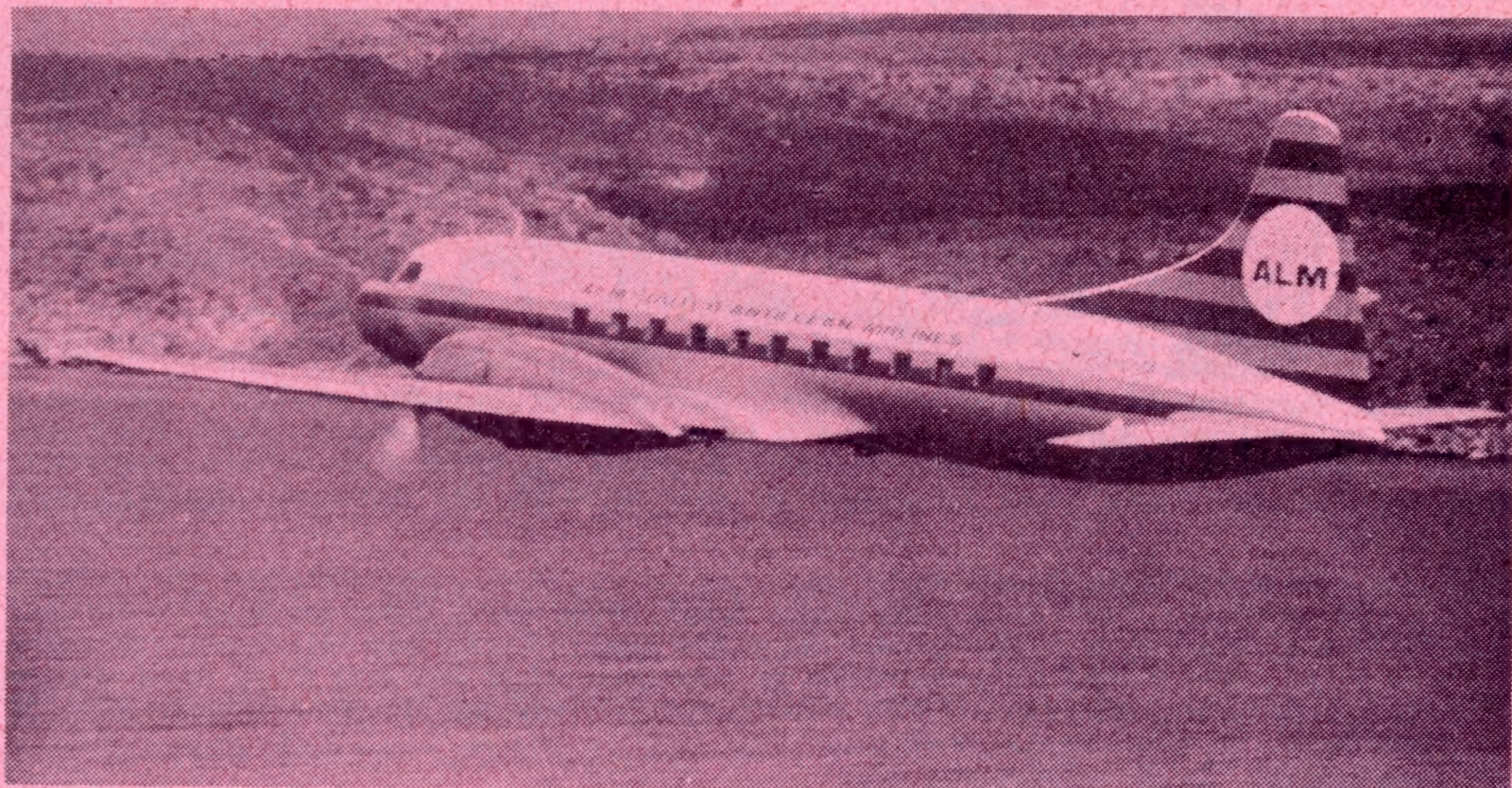
Across the street we find one of Aruba's oldest, yet most modern and up-to-date stores, ARUBA TRADING COMPANY, affiliated with the Yellow House in Curaçao. Here, all under the same roof, you will find a fabulous collection of perfumes, cosmetics, cashmeres, Danish pipes, D'Avenza sportcoats, French and Italian ties, and gift articles sure to please young or old. Liquor and cigarettes in bond are delivered free of charge to your ship or plane. Still under the same roof, their airconditioned PHOTO EL GLOBO carries one of the Caribbean's largest selections of photographic and electronic equipment. A most courteous and friendly welcome awaits you at the ARUBA TRADING COMPANY.

At No. 22 is BOTICA DEL PUEBLO. If you're running low on suntan lotion, hairspray, toothpaste, cosmetics, and other toilet articles, take a few minutes at this drugstore. They also carry perfumes and colognes, as well as the delicious Verkade and Cadbury chocolates, and Dutch "zoute drop" (licorice). If you want to replenish your vitamin supply, or want a prescription filled, their reliable "apotheker" (pharmacist) will be glad to be of assistance.

We now walk on to the corner of the block, where we find the stairs that lead to EVA BOUTIQUE, house of custom made designs as well as ready made clothing for Milady. Original designs are created from a wide selection of European fabrics, most carefully fitted to the customer. Imports from Italy, France, and Switzerland can be easily altered if need be. Sportswear and costume jewelry round out their attractive line of merchandise. Drop in at EVA BOUTIQUE where you can have a shift made in a few hours, and most designs in 24 hours.

Crossing the street again the carillon and the lovely showcase displays identify SPRITZER AND FUHRMANN'S wellknown Aruba store. They will be pleased to show you their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention.... plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbiní" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

Once more we zigzag across Nassaustraat, till we come to LA
Cont. page 4



ALM... SMALL AIRLINE... BIG ON SERVICE

It's over a year now, that ALM Dutch Antillean Airlines, has smoothly and competently taken over KLM's job of serving the Netherlands Antilles. The tiny fleet of 3 Convair 340's and 1 Beechcraft Queen Air maintains regular scheduled connections between Aruba, Bonaire, Curaçao, St. Maarten, St. Kitts, Maracaibo and Barranquilla, providing KLM dependability and reliability.

ALM acts as general agents for VIASA and KLM, the latter stands by to lend know-how and technical support whenever needed. ALM's technical department also maintains the planes of KLM and VIASA, as well as other foreign planes in need of service. Most of the cabin personnel in Flight Operations are Antilleans who also fly for KLM on the longer trips to New York, Miami and Paramaribo. The flight crews are all KLM trained. The Catering Department's expert cooks look after the needs of both KLM and ALM in this area. In Aruba and Curaçao alone over 139 ALM employees in "Airport Handling" assist passengers with their tickets, luggage, and reservations. Freight is also a major concern.

While you're in the Netherlands Antilles, let ALM (Antilliaanse Luchtvaart Maatschappij) take you on a comfortable flight to Curaçao or Bonaire. (The 7-seater Beechcraft can be chartered for special flights at approximately \$85 per hour). Fly ALM soon, you'll see why we're so proud of our national airline. You'll like it too!

VISITING PERSONALITIES: HOLLAND'S PRIME MINISTER



Visiting Aruba is Holland's Prime Minister His Excellency J. M. L. Th. Cals, who is combining official business with vacation fun in the six sunny islands of the Netherlands Antilles. Mr. Cals has visited the N.A. several times. We wish him a very pleasant stay.

PUBLIC LIBRARY: Free lending to tourists of books in English, Spanish, Dutch; a.o. books on Aruba and other Caribbean islands. Open weekdays: 9-12 a.m. and 2:30-5:30 p.m. Tuesdays and Fridays also 7-9 p.m. For information phone 1580 or make a personal call at 6 Wilhelminastraat.

LOCAL CIVIC CLUB MEETINGS

KIWANIS: every Monday 7 p.m. dinner meeting at Hotel Strand, but last Monday of the month at the Esso Club

LIONS: every first and third Wednesday of the month 8:30 p.m. dinner meeting at Hotel Strand



ROTARY: every Monday 6:45 p.m. dinner meeting at Trocadero



TOASTMASTERS: every third Tuesday 8 p.m. dinner meeting at Hotel Strand

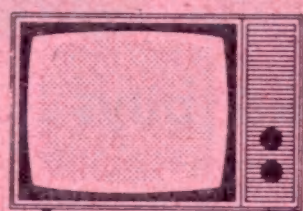
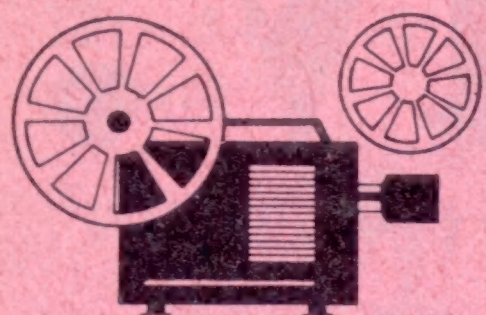
DID YOU KNOW THAT:

...Construction has begun on the 200 room Aruba Sheraton Hotel. It is hoped to be completed at the end of 1967.

...Aruba has a climate that is suitable for year-round ocean swimming and sunbathing.

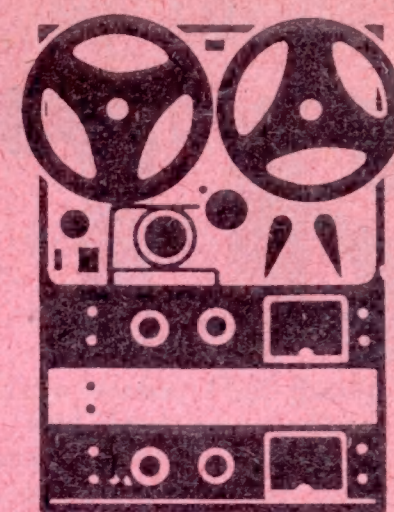
...A 17 day round trip excursion fare NEW YORK to ARUBA, by KLM or PAN AMERICAN, or a 30 day round trip excursion fare by TRANS CARIBBEAN, now costs only 150 dollars.

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The "Scoop" on U.S. Customs Regulations

U.S. Customs Regulations need not frustrate the traveling shopper. Shopping in the Netherlands Antilles can result in many a worthwhile saving. Here are some of the facts about the new October 1, 1965 Customs Regulations and some tips which will make your shopping in the Netherlands Antilles pleasant and profitable.

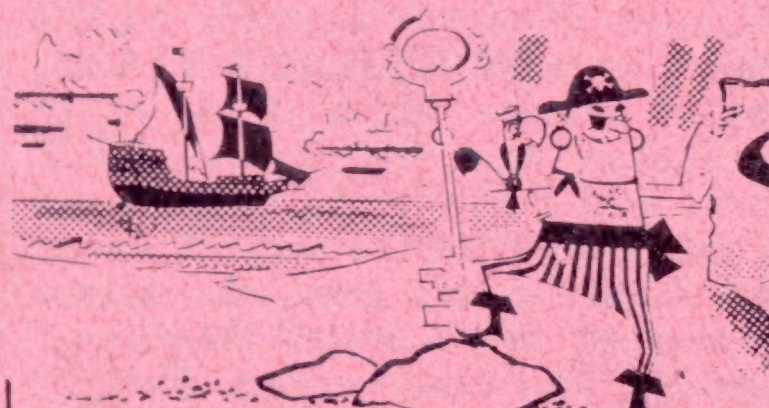
The U.S. Customs Regulations allow that:

Each returning resident may take back with him, free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceeding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).

The advantages to be considered are:

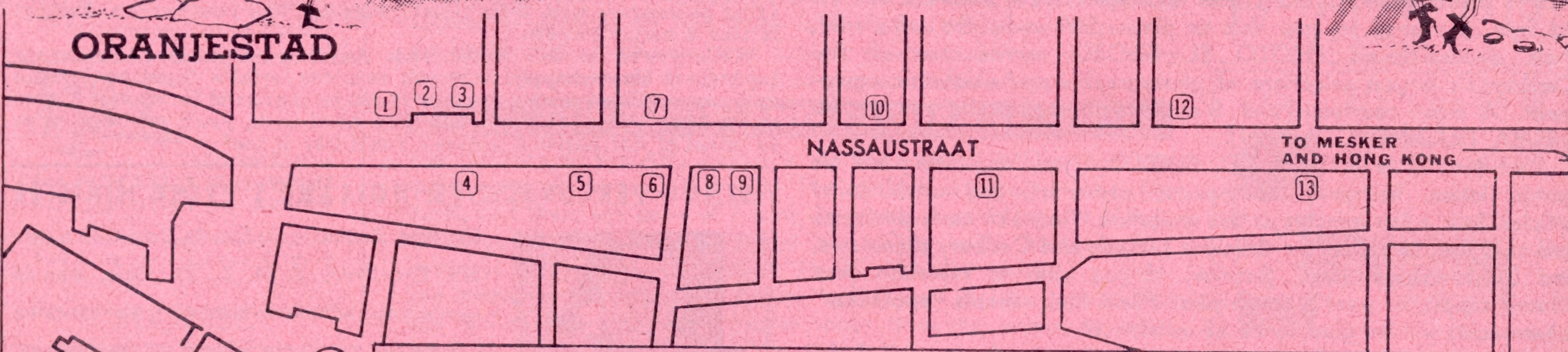
1. There is **NO LIMIT** to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$ 100.—. The duty on purchases in excess of \$ 100.— is levied on the **WHOLESALE PRICE** of the item **IN THE COUNTRY OBTAINED** (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value). Now here is where you can effect your savings. For example: Let us say that a camera retailing in the U.S. for \$ 50.— is retailing in Aruba for \$ 30.—. U.S. Customs will levy a 15% duty on 60% of the \$ 30.— Aruba price. This is only a duty of \$ 2.70. Thus, the total cost of the camera to you, including the duty you will pay on arrival in the U.S. is only \$ 32.70! which is still considerably lower than the U.S. retail price of \$ 50.—.

2. **GIFTS** In addition to the \$ 100.— exemption, each traveller can mail an **UNLIMITED NUMBER** of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. **NO** declaration is required, and **NO** tax is levied. Gifts of liquor and tobacco are not permitted, but perfume, valued at less than one dollar, is permitted in this privilege.
3. **LOW DUTY** items are **GOOD BUYS** because even when including the duty they will cost you far less than you would pay back home. Such items as cameras, watches, jade, perfume, cultured pearls, phonograph records and shoes are good buys.
4. **FREE OF DUTY** are portable typewriters, foreign photographic film, original paintings, drawings and sculptures, foreign language books, antiques produced before 1830 and of all things, caviar and truffles!
5. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use on the value of the item and on the subsequent duty.
6. An **UNLIMITED AMOUNT** of cigarettes can be brought in duty-free (with-in your \$ 100.— exemption) for personal use (New Yorkers, please note!). Cigars, however, are limited to 100.
7. **DUTY-FREE LIQUOR** may total one quart per person over 21. Substantial savings can be realized when taking back more than one quart because even with the duty it comes out cheaper than at the corner liquor store in the U.S. This is especially so on higher priced brand items, and on brandy and wine. E.g. a bottle of liqueur retailing in the U.S. for \$ 9.26 is sold in bond in Aruba at \$ 2.75. The duties levied are \$ 2.35, thus the total cost of this bottle to you, including the U.S. duty, is only \$ 5.10, and your savings amount to \$ 4.16! Imagine the savings on five such bottles amounting to \$ 20.80!!!!
8. Remember that you are not allowed to bring back merchandise originating in Communist China, North Korea, North Vietnam and Cuba.
9. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
10. Go through U.S. Customs **SMOOTHLY** by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.



ORANJESTAD

Map of Shopping Center

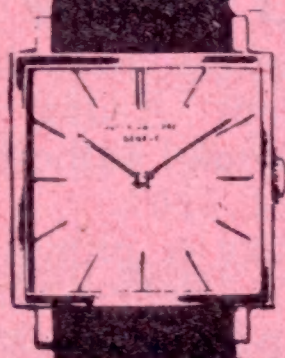


ALL AMERICA CABLES	12	PALAIS ORIENTAL	8
ARUBA SHOE BAZAAR	11	PEASANT SHOP	3
ARUBA TRADING COMPANY	4	PHOTO EL GLOBO	4
BERLINSKI	2	STUYVESANT ART SHOP	13
BOTICA DEL PUEBLO	5	SPRITZER & FUHRMANN	7
EVA BOUTIQUE	6		
FANNY'S	1		
KAN, INC.	10	A ARUBA TOURIST BUREAU	
LA PARISIENNE	9	DEPARTMENT OF ECONOMIC	
		DEVELOPMENT (upstairs)	
		B POLICE HEADQUARTERS	

TELEPHONE NUMBERS OF TAXI STANDS:

Airport	1599
Aruba Caribbean	2250
Oranjestad	1604
San Nicolas	5160

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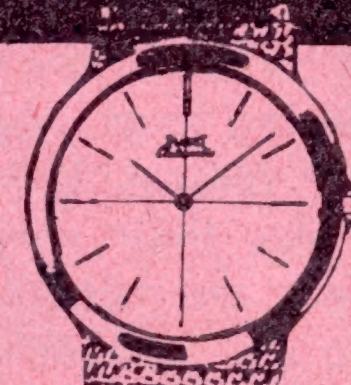
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Gift Items

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wining dining & dancing

BALI: (Tel. 2131). Exciting culinary treat in store in an Indonesian setting at the floating restaurant "Bali". Rijsttafel, nassi goreng, bami goreng, and whopping good steaks . . . served in the houseboat or on the pier. Check the bar for a pleasant libation at cocktail time, before and after dinner. Open daily from 10 a.m. to 2 p.m.; 4 p.m. to midnight. Your genial hosts: Bill Strijland and Karl Schmand. The Caribbean Tourist Association has voted the "Bali" one of the best restaurants in the Caribbean.

BASI RUTI: (Tel. 2222). First hotel built on Aruba's marvelous beach. Modern, airconditioned, informal and charming. Dining room and terrace dining area: Italian pizza, lasagne, canelloni, veal scaloppine . . . also continental cuisine and barbecues. Indoor and outdoor bars. Ideal spot for swimming, water sports, fishing. Convenient accommodations for families with children. Locker facilities available for cruise ship passengers.

DE OLDE MOLEN: (Tel. 2060). Dine in an authentic old Dutch windmill, originally built in Holland in 1815. Homey old Dutch interior houses cosy bar and airconditioned restaurant, with unusual nightclub under the beams. Nightly entertainment. Specialties of The Old Mill:

venison, wild boar, lamb, snipes, pheasant, duck, seafood, and last but not least, steaks! A stone's throw from the Aruba Caribbean Hotel-Casino. Open: 11 a.m. to 2 p.m.; 5 p.m. to 11 p.m.; and the nightclub till 3 a.m.

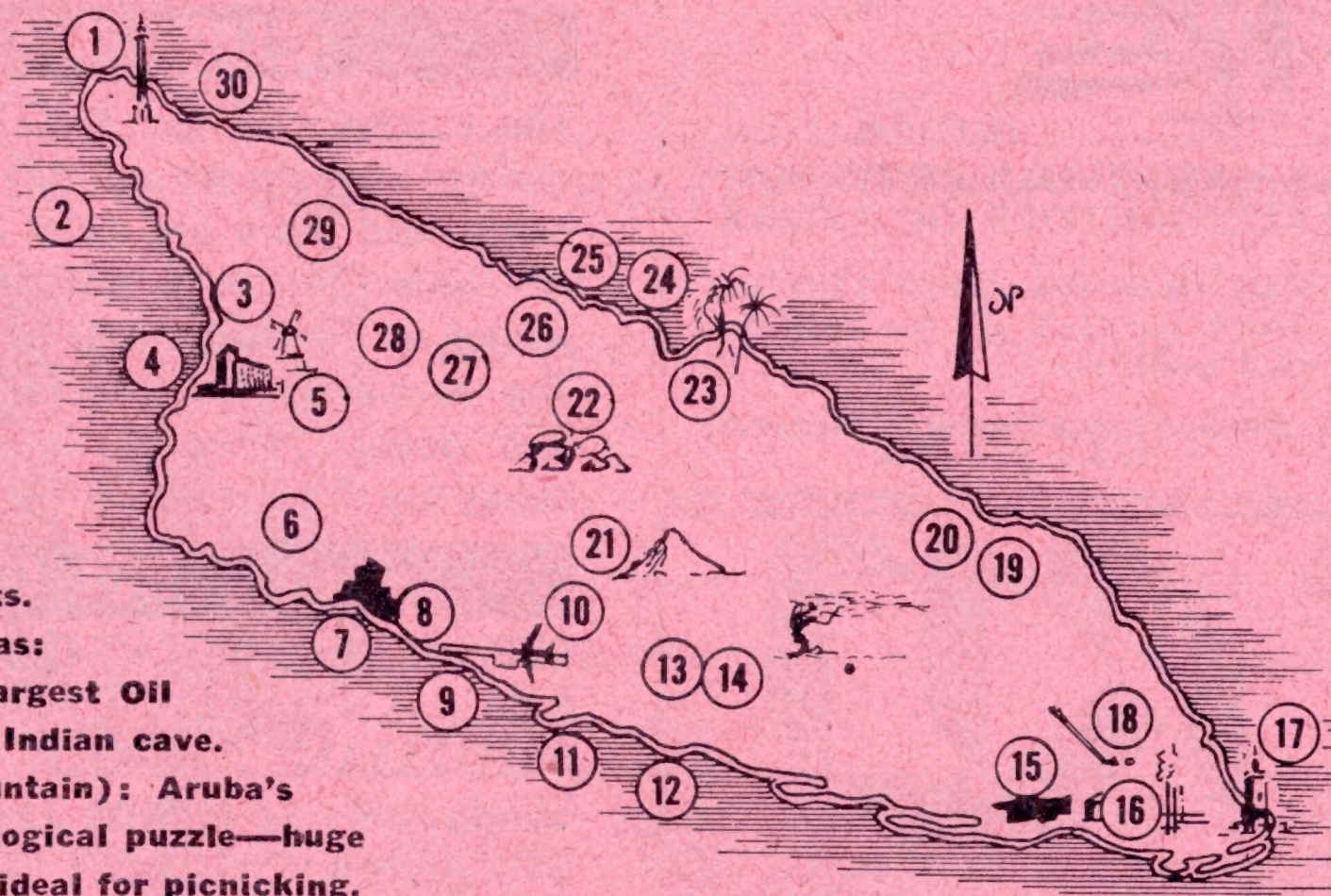
HONG KONG: (Tel. 2966). A short stroll from the shopping center, located at 19 Adriaan Laclé Boulevard. Airconditioned bar-restaurant specializing in shark fin soup, delicious Chinese style chicken and lobster dishes, famous sweet and sour specials. Quick sandwiches, steaks any style. The bartender has 15 years' experience and can shake up a great cocktail in the wink of an eye! Good place for a "shopping break".

HOTEL STRAND: (Tel. 1990 - 1991). Modern, tastefully decorated, airconditioned beachfront hotel. Located near the airport, and a three minute drive from center of town. Excellent cuisine: l'angouste, shrimp, filet mignon, tasty native dishes. Indoor and outdoor bars, coffee shop, pool facilities. Exciting Perla del Caribe supper club features dancing nightly and weekend shows with versatile Aruban entertainment.

A sunny Bonbini to our visitors!

When you hear or read the expression "Bonbini" in Aruba, it is simply the papiamento translation for the word welcome, but . . . it also entails a sincere expression of desire for you to have an enjoyable stay and for you to return soon again and again.

Michael S. Kuiperi
Michael S. Kuiperi,
Director of Tourism.



1. California Lighthouse. 2. Wreck of German ship. 3. Basi Ruti Hotel.
4. Aruba Caribbean Hotel-Casino. 5. De Olde Molen.
6. Nutriculture Farm: vegetables grown scientifically in water and chemicals.
7. Oranjestad: Aruba's capital, Paarden Baai (Horses' Bay) where the ships dock, Waterfront schooner market, Queen Wilhelmina Park. 8. Hotel Strand.
9. Princess Beatrix Airport. 10. Canashito: wild parakeet sanctuary
11. Barcadera Chemical Plant. 12. One of the world's largest sea water distillation plants.
13. Frenchman's Pass. 14. Balashi: ruins of old gold mill and mine. 15. San Nicolas: second town of the island. 16. Lago Oil and Transport Company: one of the world's largest Oil Refineries. 17. Colorado Point Light. 18. Aruba Golf Club. 19. Quadirikiri: Indian cave.
20. Fontein: ancient Indian symbols on walls of cave. 21. The Hooiberg (Haystack Mountain): Aruba's landmark. Concrete stairway to summit 541 feet above sea level. 22. Ayó: geological puzzle—huge massive boulders piled one on top of the other. 23. Andi Couri: lovely secluded cove, ideal for picnicking.
24. Natural Bridge: carved out of solid coral rock by the crashing sea. 25. Boca Mahos: sharks' feeding place.
26. "Pirates' Castle" at Bushiribana. 27. Crystal Mountain: you may find a glittering piece of crystal! 28. St. Anna Church at Noord: magnificent hand-carved altar.
29. Chapel at Alto Vista: originally built by Spanish Missionaries in 1750. 30. Sand Dunes at California Point.



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BEADED CARDIGANS, BRUYERE PIPES
FOLK ART SOUVENIRS

13 NASSAUSTRAT - AIRCONDITIONED

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**INFORMATION
ON PROFITABLE INVESTMENT
POSSIBILITIES IN ARUBA**

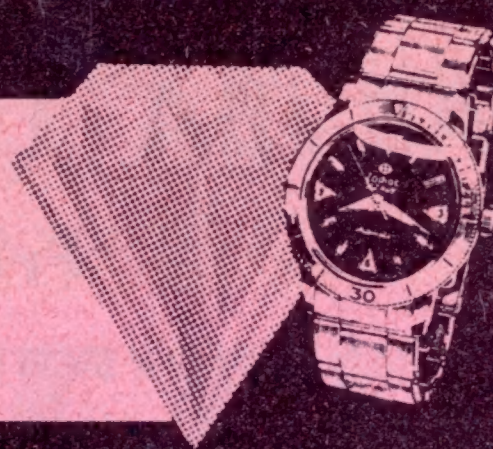
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SHOPPER'S TOUR Cont'd

PARISIENNE, specializing in a large selection of perfumes, Swiss watches, European leathergoods and Kislav gloves.

One block further, on the left hand corner is the home of KAN, INC., famous jewelers established in Holland in 1918. They carry Rolex, Longines, International Watch Co. Schaffhausen, Juvenia and Zodiac watches. Kodak, Yashica, Fujica, Konica, and Topcon cameras and binoculars. Precious and semi-precious stones, Mikimoto cultured pearls and many other lovely gift items for someone special back home. In their optical department... sunglasses, French and Italian frames. There's a KAN shop at the airport too, and in Bonaire and Curaçao as well, with the same fine line of quality merchandise. Their address for service in the U.S. is 55 West 42nd Street, New York. They honor Diners' Club and American Express cards.

A visit to the STUYVESANT ART SHOP, (two short blocks further up and across the street) will prove well worth your while. Here is a permanent exhibition of Dutch oils and local art, as well as other objects. They are all for sale, and remember there's no duty on original paintings!

If you're interested in home decorating then keep on walking up Nassastraat until you spot the Esso station. Turn to your right, and around the corner you will find MESKER'S showroom. Their collection includes Danish furniture, Scandinavian carpets, Italian lamps, Swedish, Finnish and British fabrics. MESKER'S consultants are experts. They will gladly help you plan, decorate and furnish an office, home, or hotel, whether in Aruba or in the States. You will be happy to know that MESKER will deliver direct from the European factory right to your address. Stop by and explore the savings to be had.

Out of town, in the lower lobby of the Aruba Caribbean Hotel-Casino the ARUBA CARIBBEAN GIFT SHOP offers you a wide and appealing selection of gift items in Delft Blue, European toys such as Steiff stuffed animals, and Schuco mechanical toys, and many more. Same prices as in Oranjestad stores. Happy shopping!

CURRENCY AND EXCHANGE

The currency of the ABC islands is the florin (guilder). One Antillean guilder equals about US \$ 0.53. The guilder is divided into 100 cents, and there are coins of 1 cent, 2½ cents, 5 cents (square nickel), 10 cents, 25 cents, and the 1 and 2½ guilder coins. Banknotes are issued in denominations of 2½, 5, 10, 25, 100, 250 and 500 guilders. The exchange in restaurants, hotels, banks, taxis is 1.85 guilders for one dollar. However, most tourist shops give the visitor an extra break by figuring two guilders for the dollar.

RELIGIOUS SERVICES

BETH ISRAEL SYNAGOGUE: Oranjestad; Friday evening service at 8:00 p.m.

PROTESTANT CHURCH: Wilhelminaplein (new church);
Sunday service at 9:00 a.m.

ST. ANNA CHURCH: Noord (near Palm Beach area) Catholic;
Sunday services: 5.30 a.m., 8:30 a.m. and 6.00 p.m.

ST. FRANCISCO CHURCH: Oranjestad; Catholic. Sunday services:
6 a.m., 7:15 a.m. (children's mass), 8:30 a.m., 5 and 7 p.m.

IN ARUBA

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